

SIERRA MADRE NEWS.

VOL. I

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, THURSDAY, OCTOBER 18, 1906.

NO. 2

Church Notices

FIRST CONGREGATIONAL CHURCH
Sunday School, 10 a.m. Morning Service, 11 a.m. Christian Endeavor, 6:45 p.m. Evening Service, 7:30 p.m. Prayer Meeting, Wednesday, 7:30 p.m. Strangers are cordially welcome.
JAMES M. CAMPBELL, D. D., Pastor.

CHURCH OF THE ASCENSION (Episcopal) Morning Prayer and Sermon, 11 a.m. Sunday School, 9:45 a.m. Evening Service, 7:30 p.m. Celebration of Holy Communion, First Sunday in month, 11 a.m. Third Sunday in month, 7:30 a.m., Saints' and Fast Days, 10 a.m.
REV. CHAS. E. BENTHAM, Rector.

Public Library

OFFICERS: J. G. Blumer, president; W. S. Andrews, vice-president; Miss Lydia Webster, secretary; John J. Hart, treasurer; J. J. Graham, auditor.

There are over 2300 books in the Library, and the Reading Room table is supplied with the leading magazines and periodicals.

Membership in the Association is open to any person of full age, on paying an annual subscription of two dollars, or a single Life subscription of twenty-five dollars.

A monthly subscription of twenty-five cents entitles the subscriber to the use of the Library but does not qualify such subscriber as a member of the Association.

The Library is open five times each week, viz: On Monday, Wednesday, and Saturday afternoons from 3 till 5, and on Tuesday and Friday evenings from 7 till 9.

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TIME TABLE

Pacific Electric Railway

Lv. Los Angeles Lv. Sierra Madre

6 05 a.m. 6 15 a.m.

6 45 e 7 00

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8 10 8 15

9 10 9 15

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12 10 p.m. 12 15 p.m.

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e Combination express and passenger service

Sierra Madre Development Association

At a meeting of the Executive Committee held on Thursday evening, the 11th inst., a resolution was passed calling the attention of the Supervisor of the District in detail, to certain repairs to roads and ditches in Sierra Madre which should be put in order before it rains, so as to save much heavier expenditure after the rain.

The citizens and property owners in Sierra Madre were also reminded that the time of year has again arrived for cleaning off weeds and trimming shade trees.

The Committee also examined and discussed the details of a map prepared by the sub-committee, appointed at the Public Meeting in April last, showing the boundaries proposed for Sierra Madre when incorporated.

It was further decided to call a Public Meeting in the Town Hall for Saturday evening Oct. 27th at eight o'clock to receive the report of the sub-committee on boundaries, and to sign a petition for incorporation. See notice in advertising columns.

SCHOOL MEETING

Notices have been posted calling for a meeting of the voters of Sierra Madre School District, at the Town Hall on the 27th of this month. The matter to come before the meeting is in regard to deeding a part of the new school grounds to the county for street purposes.

The grounds have a frontage on both Highland and Grandview Aves. and abut adjoining property on either side. It is desired to have a street opened through along the easterly side from Grandview to Highland. Property owners along the proposed line for the street have offered to give twenty-five feet and ask that the School District give the other fifteen feet to make a forty foot avenue.

SIERRA MADRE HOTEL OPENING

The opening reception of the Hotel Sierra Madre was a brilliant affair. About two hundred were in attendance. Mrs. S. C. Collins was assisted in receiving by Rev. and Mrs. C. E. Bentham. Miss Lou Craft of Los Angeles

and Mrs. W. E. Bechtelheimer entertained the company by singing, and the time passed pleasantly for all.

Mrs. Townsend searved at the punch bowl. Refreshments were served in the dining room, Mrs. Chas. Ferry and Miss Blumer presiding.

The rooms were tastefully decorated in red and white and many ferns. Over all the new electric lights cast their brilliancy and made a pretty scene indeed.

JOTTINGS HERE AND THERE

Mrs. A. S. Bixby was the guest of Mr. and Mrs. Twycross at their Ocean Park Home on last Saturday.

Mrs. A. R. Polley has left on a business trip to the East and expects to be gone about a month.

The Ancient Priscillas held the first meeting of the season at the home of Mrs. Stevenson at Lamanda Park on last Tuesday afternoon.

A. R. Hathaway desires to announce to the public that he will contract for the care of orchards or general agricultural work. Persons desiring competent services in this line may address him at Sierra Madre or call at his residence, Lima and Manzanita Sts.

Mrs. A. Stutzer of Venice is visiting with Mrs. D. O. McPhail on Esperanza Ave.

Two of our younger generation, Harold Costello and Elden Cawthon who started out on a hunting trip last Friday met with rather hard luck. Saturday morning they were on the Sturtevant Trail and stopped to rest awhile. Blankets, canteen, rifles, coats and grub were put in a pile, and then as they stooped to rest their weary bones, they saw the whole pack take a toboggan slide into the depths of the Big Santa Anita. Two hours of strenuous work succeeded in recovering little more than rifles and blankets.

Mrs. L. C. Torrance who has been in the hospital for some time has returned to her home.

Mrs. McDonald and daughters of Chicago are staying at Casa de Campo, the country home of Robert A. Fowler of Los Angeles.

The population of Sierra Madre was increased on last Friday by the arrival of a baby boy in the home of Mr. Kinder, the popular motorman of the Pacific Electric. At last reports the youngster is behaving himself as good babies should, and preparing to take his father's place on the road.

About twenty-five ladies met for the afternoon social of the Ladies Aid Society of the Congregational Church on Tuesday. Mrs. W. E. Bechtelheimer and Mrs. C. H. Jorgenson proved delightful hostesses. Lemonade, cake and sandwiches were served.

Next week on Friday evening, the Ladies Aid will give a social to which all are invited, the men as well as the ladies. A program is being prepared for the evening.

Mrs. Laura H. Stevenson, teacher of Piano, will give individual instruction at her studio on Laura Ave., at hours to suit pupils. 15 years in Sierra Madre.

The F. E. Robinson Company of Los Angeles has sold through the Sierra Madre Realty Co., to R. D. Richards, a prominent real estate dealer of Los Angeles, two of the choicest corner lots on Baldwin Avenue, each being 75 x 161 feet; one being at the corner of Baldwin and Highland Avenues, the other the corner of Baldwin and Victoria Street. The buyer has just completed a substantial stone retaining wall in front and on the sides of both properties. At each corner are large stone piers, ornamented with electric light fixtures of special design, giving the property a very attractive appearance. The lots are thoroughly graded and improved with about forty large oranges and fig trees. Mr. Richards contemplates building two modern houses in the near future.

Dr. John M. Lee who has nearly completed his new residence on Baldwin Avenue cooperated with Mr. Richards in building the stone retaining wall in front of his property giving it a substantial appearance.

The Sierra Madre School Literary Society held a very successful meeting on last Friday, and an excellent program was rendered. This society is composed of pupils of the 7th and 8th grades, and was organized on the 28th of September. Its officers are: Harold Costello, president; Fred Hatfield, vice-president; Miss Katherine Torrance, secretary; Miss Marjorie Rice, treasurer.

The next meeting will be on Friday, October 26th, at the School House and the public are invited to attend.

Miss Pauline Morgan has seriously ill at her home on Bonita

Sierra Madre Development Association

Good citizens do not ask: Shall I take a bath? Shall I shave? Shall I have my hair trimmed?

No! They go to work and do all these things or have them done for them.

Nor should good, live, citizens say: Shall I clean up in front of my property? Shall I trim my shade trees? Shall I ask the committee of the Development Association to do something to adjoining lots belonging to absentees.

No! They should get to work and show that they have some pride in the appearance of their property as well as of their persons.

Get Busy and Clean Up

JOTTINGS HERE AND THERE

There was a shortage of delivery wagons the first of this week. By a strange coincidence, wagons belonging to S. R. Norris, Russell's Grocery store, the Central Meat Market and Stanton the milk man, all got tired of work on Monday, and had to rest a few days in the repair shop. As a result people have been making unkind remarks because they have not been receiving their goods with quite the usual promptness.

Mrs. J. J. Underhill and Mrs. Wier of Los Angeles spent Tuesday in Sierra Madre, and picniced under the trees on the latter's property near the foothills

E. T. Howe has sold through the agency of S. R. G. Twycross a lot on Baldwin Ave., to D. F. Hoover of Long Beach. Mr. Hoover expects to build and make this his home.

The new residence of W. S. Andrews will receive the finishing touches in a few days. It stands at the gate of Sierra Madre where the cars come in.

Mrs. Strahorn and son, have bought a lot on Palm Street, and come here from Los Angeles to reside.

Mr. and Mrs. Twycross have been spending a few days at their cottage in Ocean Park.

A new post office is going to be a credit to our town and it shows that we are growing in importance. Mr. Twycross hopes to have it ready for the public by the last of this month. There will be 96 call boxes and 40 lockboxes, in the new equipment. A money order window in addition to the general delivery window will facilitate business. The postmaster is to have an assistant then to help him.

W.D. Seely of Roth and Seely has come from Huntington Beach to reside here. He has taken the Hossack house on Central Ave.

"In the Wrong Place" is the subject of next Sunday evening's Sermon by Pastor Campbell of the Congregational Church.

Miss Jessie Bell of Santa Barbara is visiting with Mr. and Mrs. W. C. Hall on Grand View.

J. D. Beach and wife of Long Beach have been spending a few days with Mr. and Mrs. W. M. Chamberlain on Bonita Ave.

Mrs. Kate Neunan is making large improvements in her residence and grounds on Granite Heights Ave. A roof garden is part of the plan.

A. J. Wheeler of Los Angeles has rented for the winter the cottage on Auburn Ave. belonging to Mrs. Wheatley.

A. R. Hathaway

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*** **

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Competent service guaranteed

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J. W. KEYS, Agent

A. A. Hoffman of the Hoffman of the Hoffman Hardware Co. Los Angeles, has bought a frontage of 180 feet on Central Ave. and extending back 415 feet, in the Pierce Tract. He will begin at once the erection of two fine residences, each to cost between \$3500 and \$4000.

The business meeting of the Christian Endeavor Society of the Congregational Church which was to have been held on the 20th inst. has been postponed to the 27th inst.

E. J. Baldwin has sold ten acres on Live Oak Ave. to a prominent banker of Los Angeles, for a consideration of \$1250 per acre. The purchaser is going to improve the grounds at once and erect a \$10,000 residence.

Mr. and Mrs. C. I. Beals who have been residing here for some months have left for a few weeks stay in various towns between here and San Bernardino.

A. B. Pitcher of Pitcher Bros, Los Angeles will shortly occupy his cottage in the Ocean View Tract which is nearly completed.

For a good shoe, for little money go to M. Olsen. Prices less than in the city.

If you want

SHOES

OR

FOOTWEAR

don't go to town

M. Olsen

will supply your needs at less than city prices

Repairing neatly done

Improvement work in the Sierra Madre Heights Tract is going on rapidly. The Sierra Madre Realty Co. is putting in cement walks and curbs and oiling the streets.

The News shop has become such a busy place that it was found necessary to install a gasoline engine to help out with the work. We are now able to turn out job work of all sorts, large or small on short notice.

SIERRA MADRE NEWS

R. T. COWLES,
EDITOR AND PROPRIETOR

PUBLISHED EVERY THURSDAY IN SIERRA
MADRE, LOS ANGELES COUNTY,
CALIFORNIA.

SUBSCRIPTION PRICE, \$1.50 per year

Advertising rates on application

Sunset Phone Main 9628

Thursday, October 18, 1906.

Editorial

It is the purpose of the News to report fully on all that concerns the varied interests in our town. We want all the news and have no desire to slight any one or any interest in the matter of mention in the paper. If it seems at any time as if we do so, it means simply that we published what news was available. And so if you think that you or the interest that you represent have been slighted, the remedy is for you to send in more information to us and we will gladly give space for all news.

In the last issue the editor asked that items of news be sent to the paper. He also stated that all items should be signed by the sender.

It seems necessary to print this notice again and this time in black type. Some folks will wonder why items sent in this week have not been published. We cannot publish news unless we know where it comes from.

We have been very much gratified with the response that the people of Sierra Madre have made to the effort for the establishment of a paper for our town. Subscriptions have been coming in steadily and are still coming, but yet there are many more to hear from. We are glad to hear the remarks of approval of the News which come to us from many sources. But the paper has only begun. It will go on to better and better.

From out of the many expressions that have come to our ears concerning the new enterprise this has been heard more than once: "The paper has started fine, but will keep it up to the standard set in the first number? Is there news enough to supply the sheet each week? To the first query we answer, the first issue was but a sample, a beginning, and following out a policy of enlargement as fast as the patronage of the people will make it possible, the paper will be made larger in size and add new departments of interest. It will not, it cannot afford to fall below the standard set at the beginning. To the second query, we give answer by the issue of this number. It

has as much if not more news than the last, and news that you want to read. Sierra Madre has grown to be large enough to furnish a great many items of interest to her people.

Another thing has been asked, "Will the paper stay?" Of course it will. We have made Sierra Madre our home, invested our money here. We point you to our thoroughly equipped office to show you that we mean business. Newspapers have come and gone in Sierra Madre, but the time is here when the town cannot get along without a newspaper, and the Sierra Madre News is here to stay.

It was planned to make the issue six pages this week instead of four, but the enlargement has to be postponed until next week. Work has come into the News office in such volume that we were compelled to put in power for running our press. Accident on the press yesterday morning still further delayed us so that in order to be on time this week we were compelled to bring it out the same size as before.

But now we have a gasoline engine to help us out, and will be able in the future to keep up with all work that may come in, and though this has caused us to delay a bit on contemplated plans, we will more than make up for it in the succeeding issues. More type is arriving to day, by the next issue you will see the News in its permanent shape.

The Town Beautiful

Beauty has a mercantile value. A lot that is neat and trim will sell for more than one that is ragged and overgrown with weeds. Beauty has also an ethical value. People generally live up to or down to their surroundings. The progress of a people is indicated by the way in which they beautify their homes. All over the land there are Improvement Societies whose object is to secure concerted action in this direction.

In the eighth ward of Los Angeles, which is the most congested district of the city, the following circular was issued by the Ward Association some time ago: "Neighbors, let us cooperate that we may have clean streets and sidewalks, front and rear yards beautified, and healthy surroundings for our children. To this end let each one see that the street in front of his residence is kept clean from paper, tins, and all kinds of rubbish." and so on this circular goes, telling the people in detail what they should do. No one will deny the necessity for a similar admonition to the citizens of Sierra Madre. Our streets and yards are in many instances anything but well kept. There is perhaps no one thing in which there is greater demand for improvement. This is the work not of one but of all. We need an awakening of civic pride. Nature has done much for us and we must begin to do something for ourselves.

The part of the town which visi-

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tors see first when they come in on the electric cars is Central Ave., and unfortunately some parts of that thoroughfare present a very unsightly appearance. First impressions are hard to irradicate, and visitors are apt to judge the whole by a part. But nothing worth while will ever be accomplished until the community as a whole pull together each one seeking to do his part in realizing the town beautiful.

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Sierra Madre Realty Co.

JOTTINGS HERE AND THERE

Mr. H. P. Dilworth and A. E. Dilworth left on Thursday for a visit to San Francisco and other points in the northern part of the state.

Mr. and Mrs. Geo. E. Lunt and baby left on Wednesday for their home in Santa Barbara. They have been the guests of Mrs. Lunts brother, Mr. H. P. Dilworth.

Mr. Rasmussen has found it necessary to employ another man to keep up with the growth of business. Mr. O. J. Kirch is the newcomer and he expects soon to be a resident here. In the future the butcher shop will be open all day.

Mr. and Mrs. W. J. Barlow have come with us again to spend the winter months.

G. Farnell Aspinall the well known voice teacher will be in Sierra Madre each week. Those desiring the best of instruction in the art of singing will please communicate with him at his residence, 280 Arcadia st. Pasadena.

M. Olsen has 100 pairs of the famous Julia Marlow shoes, in thirty different styles which he will sell for \$2.50 as long as they last. These shoes cannot be bought for less than \$3.50 in the city. Be quick, they wont last long.

Last Thursday afternoon the Modern Priscillas were entertained at the home of Mrs. Bentham. This was the first meeting of the club for the new season and the reunion was pleasant to all. About thirty young ladies were in attendance and spent the afternoon in a delightful social time and partook of afternoon tea. Miss Bowers will entertain the club this afternoon.

Henry I. Hawxhurst who formerly did the honors of the printing business in this town, is preparing to move his studio on Central Ave. to the lot between the two Webster cottages on Bonita Ave. A thorough remodeling of the building and substantial additions, will make a neat cottage which he will make his home in the future.

We have missed the genial countenance of Eugene Russell for some days. He is away on a trip to San Francisco, but will be back again soon.

On last Friday evening the boys club of the Congregational Sunday School met at the home of the superintendent. The evening was spent with games and singing and refreshments were served. All present thoroughly enjoyed the evening. This week the club will meet at the home of L. L. Clark on Central Ave.

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The foundation of the new school house is being laid.

W. C. Hall has sold his home on Carter Ave. and has moved to the new cottage on Grand View Ave between Arroyo and Baldwin.

Mrs. L. W. Mather has been spending a week with friends in Santa Ana.

A. N. Adams of Los Angeles has bought the corner lot on Central and Wilden Aves. and will begin at once the building of a residence. When completed he will make Sierra Madre his home.

The Sierra Madre Realty Co. has been making extensive improvements in the F. E. Robinson Tract. Grading has been completed and a retaining wall built and now the property is on the market.

W. F. Baker and wife of Long Beach who have been staying at Orchards Camp for the past month have returned to their home.

About a year ago L. Dietz, a prominent newspaper man of Philadelphia came here and bought extensively of Sierra Madre property. In a letter just received by the Sierra Madre Realty Co., he tells of his retirement from business after 40 years of activity and announces his intention of coming here soon to make his home. The house on the corner of Esperanza and Baldwin Ave. will undergo a thorough remodeling and Mr. Dietz will make it his residence upon his arrival here.

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Sierra Madre Development Association

A Public Meeting

will be held in the

Town Hall, Sierra Madre

on
Saturday Evening, October 27, 1906
to receive the report of the
Sub-Committee on boundaries
and to sign the petition for
incorporation.

Every Citizen is Invited to
Attend

For the Executive Committee
S. R. NORRIS,
Secretary

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Central Market

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Oysters and Fish

Ice Ice Ice

Home 2504

Sunset 8554

Central & Baldwin Ave.

Sierra Madre, Cal.